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## AGENDA COVER MEMO

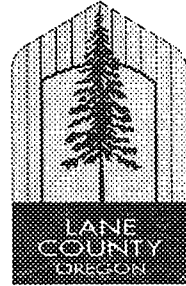
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AGENDA DATE: July 30, 2003

TO: Board of County Commissioners

DEPARTMENT: Health & Human Services

PRESENTED BY: Rob Rockstroh



AGENDA TITLE: IN THE MATTER OF PROCLAIMING AUGUST 2003 AS BREASTFEEDING SUPPORT MONTH AND PROCLAIMING THE WEEK OF AUGUST 1, 2003 AS BREASTFEEDING PROMOTION WEEK IN LANE COUNTY

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### I. MOTION

TO PROCLAIM AUGUST 2003 AS BREASTFEEDING SUPPORT MONTH AND PROCLAIM THE WEEK OF AUGUST 1, 2003 AS BREASTFEEDING PROMOTION WEEK IN LANE COUNTY

### II. ISSUE OR PROBLEM

To educate the public on the benefits of breastfeeding for both the mother and child.

### III. DISCUSSION

#### A. Background / Analysis

The American Academy of Pediatrics recommends that all infants be breastfed for the first year of life. Breastfed children have a reduced incidence of many illnesses, ranging from less serious conditions such as allergies, ear infections, colds and viruses to more severe conditions such as diabetes, several juvenile cancers and Sudden Infant Death Syndrome (SIDS).

Mothers and families who are aware of the benefits of breastfeeding and who receive accurate information and support from health care providers, families, friends and their community, breastfeed for longer, potentially improving the health of their child. The Oregon Legislature legalized breastfeeding in public and requires that all state agencies create an environment where women can nurse or express milk in the workplace. Lane County has adopted policies

regarding breastfeeding in the workplace and has supported the development of a breastfeeding room in the Public Service Building.

Lane County Public Health is in the process of scheduling County sponsored promotional events to be held during breastfeeding awareness week and month. Lane County Public Health is also working with community businesses to increase awareness of the benefits of breastfeeding, including a breastfeeding display at Borders bookstore.

**B. Alternatives / Options**

1. To proclaim the month of August 2003 as Breastfeeding Support Month and the week of August 1, 2003 as Breastfeeding Promotion Week in Lane County.
2. Not to proclaim the month of August 2003 as Breastfeeding Support Month and the week of August 1, 2003 as Breastfeeding Promotion Week in Lane County.

**C. Recommendation**

To approve number one above.

**D. Timing**

Upon Board approval, August 2003 will be proclaimed as Breastfeeding Support Month and the week of August 1, 2003 will be proclaimed Breastfeeding Promotion Week.

**IV. IMPLEMENTATION**

Implementation will be completed as stated above.

**V. ATTACHMENT**

Board Order

## **THE BOARD OF COUNTY COMMISSIONERS, LANE COUNTY, OREGON**

**RESOLUTION:** ) IN THE MATTER OF PROCLAIMING AUGUST 2003 AS  
                  ) BREASTFEEDING SUPPORT MONTH AND PROCLAIMING THE  
                  ) WEEK OF AUGUST 1, 2003 AS BREASTFEEDING PROMOTION  
                  ) WEEK IN LANE COUNTY

### **Proclamation on Breastfeeding Support Month and Breastfeeding Promotion Week**

WHEREAS, the mission of Lane County Health & Human Services is to promote and protect the health and well-being of individuals, families, and our communities; and

WHEREAS, the American Academy of Pediatrics recommends infants be breastfed for the first year of life; and

WHEREAS, nationally, only approximately 30% of infants continue to be breastfed at six months of age; and

WHEREAS, breastfeeding protects the health of both mother and child. Breastfed children have a reduced incidence of many illnesses, ranging from less serious conditions such as allergies, ear infections, colds, and viruses to diabetes, several juvenile cancers, and Sudden Infant Death Syndrome (SIDS). Mothers who breastfeed reduce their risk of developing breast and cervical cancer later in life; and

WHEREAS, breastfed babies are half as likely to get sick in the first year of life as their non-breastfed counterparts, reducing the number of work days working mothers miss; and

WHEREAS, mothers and families who receive accurate information and support from health care providers, families, friends and their community breastfeed for longer; and

WHEREAS, the Oregon Legislature adopted laws making it legal for women to breastfeed in public and requiring that all state agencies create an environment in which women can nurse or express milk in the workplace; and

WHEREAS, Lane County has adopted policies regarding breastfeeding in the workplace and has supported the development of a breastfeeding room; the Lane County Women, Infants and Children (WIC) Program advocates for and provides support to breastfeeding women; and

WHEREAS, breastfeeding is one of the best investments we can make in our children and increasing the number of Lane County children who are breastfed for at least one year would result in a significant improvement in the health of our citizens.

NOW, THEREFORE, IT IS HEREBY RESOLVED that the Lane County Board of County Commissioners proclaim the month of August 2003 as **Breastfeeding Support Month** and proclaim the week of August 1, 2003 **Breastfeeding Promotion Week** in Lane County, to raise awareness of the importance of breastfeeding.

DATED this \_\_\_\_\_ day of July 2003

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Peter Sorenson, Chair  
Lane County Board Of Commissioners

APPROVED AS TO FORM  
Date 7/21/03 lane county  
*[Signature]*  
OFFICE OF LEGAL COUNSEL

In the Matter of Proclaiming August 2003 as Breastfeeding Support Month and Proclaiming the Week of August 1, 2003 as Breastfeeding Promotion Week In Lane County